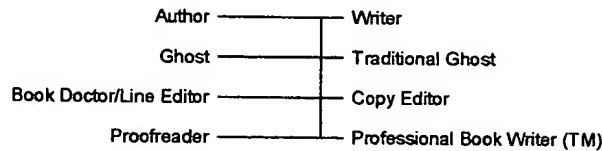


FIG 1 - PBW

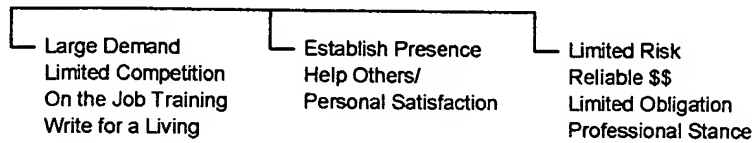


A Editorial Service Providers

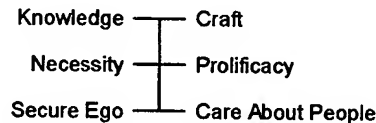
B Professional Book Writer Definition

professional book writer (pru-fēsh' u-nul, böök, rī'tur) ► *n.* 1. Successful author. 2. One who makes a living writing books for him/herself and/or others. 3. The backbone of the 21st Century Book Business.

C PBW Advantages



D PBW Attributes



- 1) Make the Client Happy
- 2) Get Paid
- 3) "It's Not My Book"

E Initial PBW Rules

F Sample Assignment #1

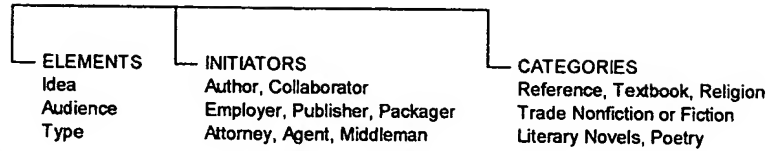
Exploring the Concepts

1. Do a bookstore survey of twenty books in at least five categories or genres. How many titles list a second author using the terms "and," "with" or "as told to?"
2. Check the Acknowledgements in at least five of the above titles and determine what the second author probably contributed to the work.
3. Do an honest self-assessment*

TRUE	UNSURE	NOT TRUE	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I want to earn my living as a writer
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I would never take the chance of leaving my day job
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I communicate well through my writing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I rely on ghostwriters, book doctors and editors
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I enjoy helping other people realize their dreams
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I prefer to work on my own material
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I've got a lot to learn
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I'm the most talented writer I know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I can always find the positive aspects in other writer's manuscripts
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I always find other writer's mistakes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It makes me feel good to make someone else happy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If I work on a book, I want my name on it

*If you answered true to the first statement in each coupling, you probably have the makings of a ghostwriter. If you answered false, you probably would be more comfortable as an book doctor or copy editor. If you answered true to the second statement in each coupling, you would probably be happiest as a bylined author.

FIG 2 - Concept



A Concept Parameters

B Sample Assignment #2

Exploring the Concepts

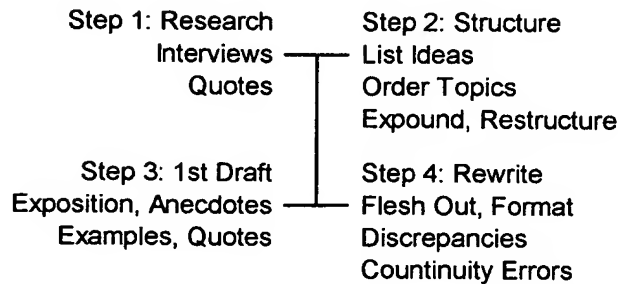
1. Through bookstore research, name three publishers or imprints that specialize in genre novels and the kind of genres they produce
2. Describe the advantages and disadvantages of accepting a work-for-hire assignment
3. Using internet research, name the largest nonfiction category in the list below
4. Using any topic or story idea in combination with the factors below, fully develop three book concepts

Audience	Type	Category*
Preschool	Reference	AGRICULTURE
Kindergarten	Textbook	ARTS
Grades 1-3	Trade Nonfiction	BIOGRAPHY/AUTOBIOGRAPHY
Grades 4-6	Religious	BUSINESS
Middle school	Literary Fiction	EDUCATION
High school	Poetry	GENERAL WORKS
Young adult	Trade Fiction	HISTORY
Adult		HOME ECONOMICS
		LANGUAGE
		LAW
		MEDICINE
		MUSIC
		PHILOSOPHY/PSYCHOLOGY
		SCIENCE
		SOCIOLOGY/ECONOMICS
		SPORTS/RECREATION
		TECHNOLOGY
		TRAVEL

FIG 3 - Ethics & Nonfiction

A PBW Ethics

Write to Communicate	Give Credit Where Due	Be Honest About Yourself
Write with Honesty	Honor Commitments	Be Honest With Yourself
Be Original	Respect Confidences	Cultivate Literacy
Write with Courage		



B Initial Nonfiction Process

C Title and First Page Format

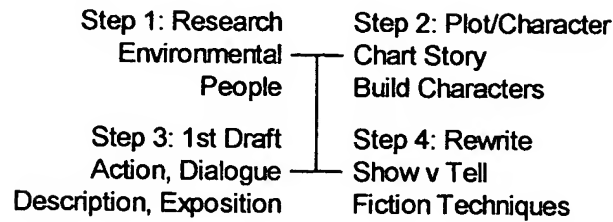
Author Street Address City, State Zip Phone Number Email or Fax Contact	Approx. 67,250 words	Author//Title/Chapter 1 Chapter 1 Leave a third of the page blank at the beginning of every chapter, and indent the first line of every paragraph. You can create a "style" for this on the most word-processing programs, Microsoft Word and WordPerfect. Do not justify the right margins. Be consistent with using periods at the end of bulleted lists. • Item one. • Item two. Or: • Item one • Item two But not: • Item one. • Item two
BOOK TITLE SUB TITLE AUTHOR		
Agent Street Address City, State Zip Phone Number Fax or Email Contact		

D Sample Assignment #3

Exploring the Concepts

1. List the ideas in Nonfiction Analysis #3 in the companion workbook.
2. Rearrange the above in a slinky-flow structure

FIG 4 - Fiction



A Initial Fiction Process

B Character Attributes

Perspectives	Thought-processes
Agendas	Gullibilities
Attitudes	Intellectual strengths
Biases	Emotional and psychological baggage
Physical habits	

C Fiction Problem Areas

POV v. Perspective	Author Intrusion
Describe v. Reveal	Fact Stuffing
Focus v. Panoramic	Character v. Caricature
"He Said," v. Adverbs v. Action Verbs	Show v. Tell

D Fiction Writing Problem Areas

Passive Emotion	Flat Exposition
Excessive Anthropomorphizing	Bleeding on Page
Passive Senses	Explaining What's Been Shown
Gushing on Page	

E Sample Assignment #4

Exploring the Concepts

1. Plot your own story using the Meet-in-the-Middle method
2. Use the Chart method to plot your favorite novel
3. Complete a Character Study for your favorite fictional character

FIG 5 - Editing

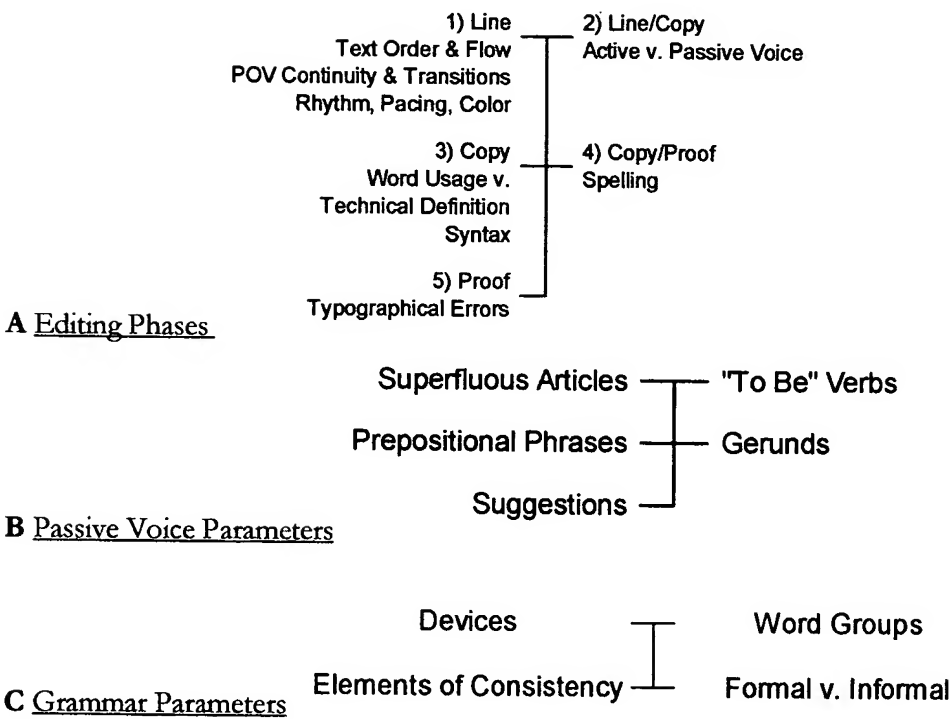
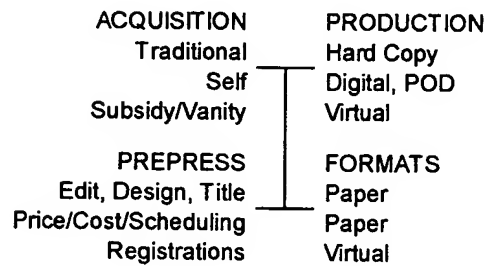
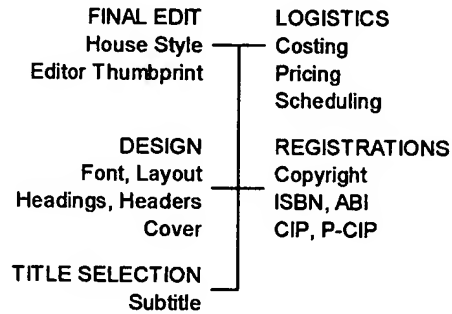
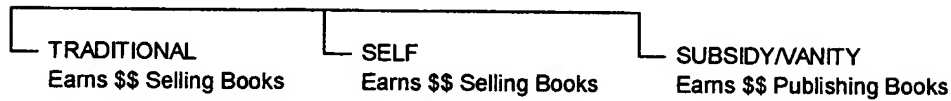


FIG 6 - Publishing



A Publishing Parameters

B Types of Publishers



C Publishing Process



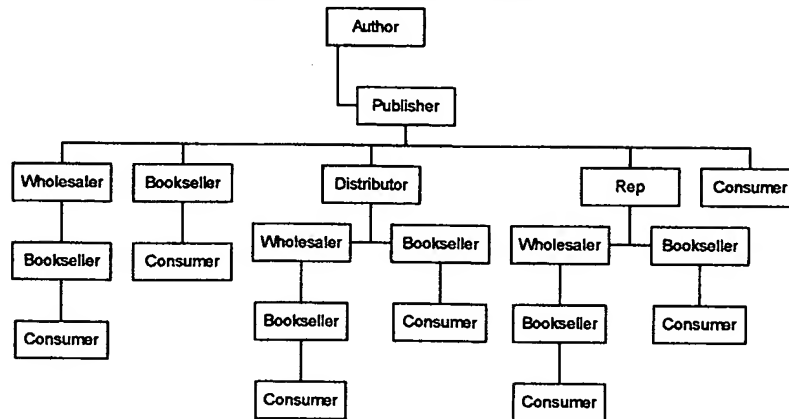
D Production Methods/Output

E Sample Assignment #6

Exploring the Concepts

1. Using bookstore research, find three books with CIP listings and three with PCIP listings and compare the two registrations
2. Estimate the production costs on three differently priced paper books, eBooks and audio books
3. Create a RFQ on a fictitious book and collect three manufacturer and POD quotes
4. See how many "subsidy" publishers you can find using Internet research

FIG 7 - Distribution



A Distribution Routes

B Middleman Parameters

DISTRIBUTORS	WHOLESALE	REPS	BOOKSELLERS
Consignment	Buy and Resell	Commission	Buy and Resell
Usually Exclusive	Not Exclusive	Not Exclusive	Not Exclusive
60-65% Discount	50-65% Discount	Negotiate Contract	20-50% Discount

C Bookseller Discounts

Single copy	20%	200 or more	45%
2-49 copies	30%	College bookstores	30%
50-99 copies	35%	Libraries	20%
100-199 copies	40%		

D Distribution Summary

GETTING TO MARKET	MIDDLEMEN
Distribution	Wholesalers
Marketing	Distributors
Promotion	Reps
Fulfillment	Booksellers

E Middleman Parameters

DISTRIBUTORS	WHOLESALE	REPS
Consignment	Buy and resell	Commission
Usually exclusive	Not exclusive	Not exclusive
60-65%	50-65%	Negotiate contracts

F Types of Booksellers

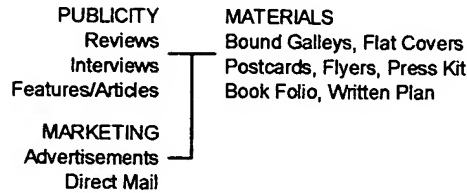
BOOKSELLERS	
Independent Bookstores	Membership Warehouses
Chain Bookstores	Specialty Outlets
Brokers	Book Clubs
Internet Bookstores	Book Catalogs
	Mass Markets

G Sample Assignment #7

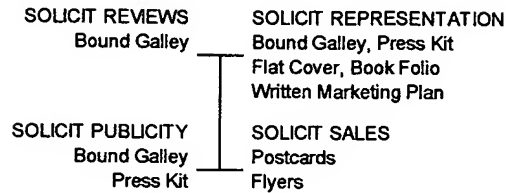
Exploring the Concepts

1. Select a current title from any bookstore and trace its route back to the publisher.

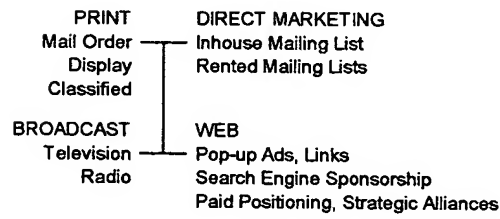
FIG 8 - Marketing



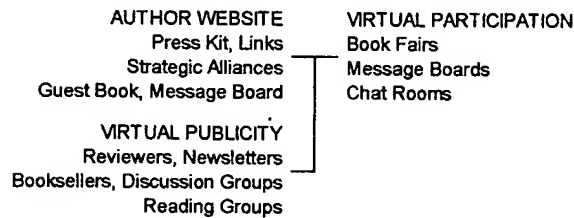
A Marketing Parameters



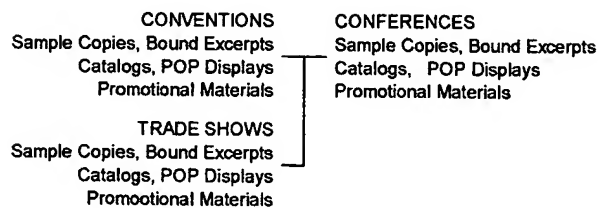
B Types of Marketing



C Marketing Avenues



D Promotion Parameters



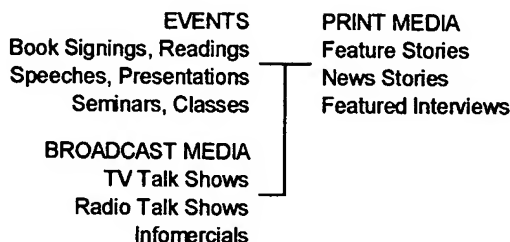
F Trade Show Parameters

G Sample Assignment #8

Exploring the Concepts

1. Using yourself as the author, create a press kit for the nonfiction book of your choice
2. Using yourself as the author, create a book folio for the novel of your choice
3. Write a marketing plan for one or both of the above titles

FIG 9 - Promotion & Fulfillment

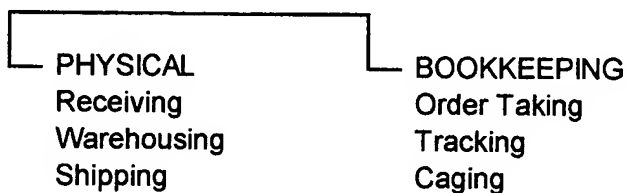


A Author Promotion Parameters

B Sample Exercise #9

Exploring the Concepts

1. Make a list of local independent and chain bookstores in which you could appear for readings or book signings based on the marketing plan developed in the previous exercise
2. Do a search for local, regional and national newspapers, magazines, physical and virtual newsletters and ezines appropriate for your above title
3. Prepare a forty-minute speech or presentation you could use when appearing at organizations, educational institutions, libraries, etc.



C Fulfillment Parameters

D Potential Revenue

	Pays	Sells @	Earns
Wholesaler	50% or \$9.98	30% or \$10.46	\$0.48
Distributor	65% or \$6.98	30% or \$10.46	\$3.48
Bookseller	70% or 10.46	Retail or \$14.95	\$4.49
Publisher	\$2.49	Avg. 57.5% or \$6.35	\$4.48
Author			Avg. 8.5% of wholesale or \$0.64

E Author Costs

	You Do It	Someone Else Does it
Writing	\$0	\$30,000 - \$150,000
Submissions	\$35 - \$75	\$1,500 - \$8,000
Publishing	\$1,500 - \$15,000	\$100 - 5,000 (Subsidy/Vanity Press)
Distribution/ Marketing/ Promotion/ Sales	\$15,000 - \$150,000	\$1,500 - \$5,000/MONTH

F Sample Exercise #10

Exploring the Concepts

1. Compare fees at four fulfillment houses: one in the east, one in the west and one in the Midwest or southern states.

FIG 10 - MS Analysis -Nonfiction

- | | |
|------------------------------------|-------------------------------|
| 1) Make the Client Happy | 2) Get Paid |
| 3) "It's Not My Book" | 4) Never Quote Before Reading |
| 5) Always Analyze for the Positive | |

A Complete PBW Rules

B A&R Form

Analysis & Recommendations	
TITLE:	_____
AUTHOR:	_____
CATEGORY/SUBJECT:	_____
MATERIALS REVIEWED:	_____
SUBMITTED BY:	_____
REVIEWED BY:	_____
DATE:	_____
Strengths:	
•	
•	
•	
Weaknesses	
•	
•	
•	
Analysis	
Recommendations	
•	
•	
•	
Bottom Line	

- | | |
|----------------------|---------------|
| 1) CONTENT | 2) FOCUS |
| Subject | Audience |
| Knowledge | Writing Level |
| Examples/Quotes | |
| 3) STRUCTURE | 4) WRITING |
| Slinky Flow | Voice |
| Headings/Subheadings | Style |
| | Logistics |

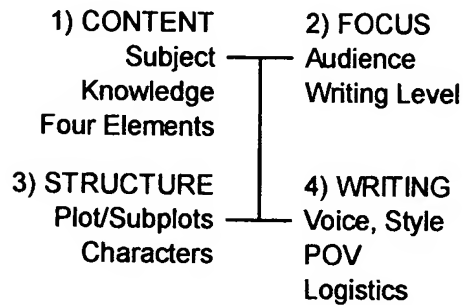
C Nonfiction A&R Parameters

D Sample Exercise #11

Exploring the Concepts

1. Analyze the "Nonfiction Analysis" exercises in Secrets of a Ghostwriter Workbook

FIG 11 - MS Analysis - Fiction

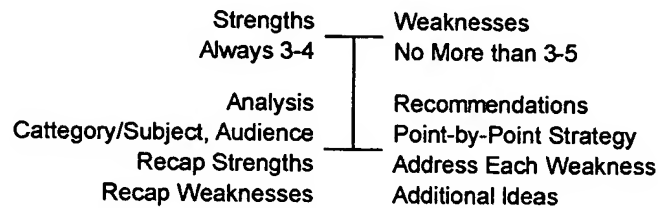


A Fiction A&R Parameters

B Sample Exercise #12

Exploring The Concepts

1. Analyze the Fiction Analysis manuscripts in the companion workbook.



C A&R Form Parameters

D Sample Exercise #13

Exploring the Concepts

1. Do a complete A&R for the Nonfiction and Fiction Analysis manuscripts previously analyzed in Secrets of a Ghostwriter Workbook.

FIG 12 - A&R Parameters

A Nonfiction A&R Parameter Table

	STRENGTHS	WEAKNESSES
CONTENT: SUBJECT	Topical	Overdone
	Broad enough for full manuscript	Main point quickly exhausted
	Fresh approach	Rehashed approach
CONTENT: KNOWLEDGE	Sufficient	Insufficient
	Begins at appropriate level	Begins too advanced or too elementary
	Demonstrates author's knowledge	Does not demonstrate author's knowledge
	Conclusions reasonable and plausible	Conclusions arbitrary, illogical, implausible
CONTENT: EXAMPLES/ QUOTES	Examples/quotes match theory	Examples/quotes do not match theory
FOCUS: AUDIENCE	Focused for audience	Not focused for audience
	Age appropriate	Not age appropriate
STRUCTURE: SLINKY FLOW	Logical, sequential order of information	Intrusive digressions
	Appropriate headings/ subheads	Missing headings/ subheads
		Information gaps
WRITING: VOICE	Consistent	Redundancies
WRITING: STYLE	Personality/style apparent	Inconsistent voice
WRITING: LOGISTICS		Generic voice
		Syntax, grammar, punctuation, word choice, consistency errors

B Fiction A&R Parameter Table

	STRENGTH	WEAKNESS
CONTENT: SUBJECT	Topical	Overdone
	Fresh plot twists	
	Appropriate subplots	
CONTENT: KNOWLEDGE	Good sense of setting, background, circumstance	Unconvincing setting, background, circumstance
CONTENT: FOUR ELEMENTS	Appropriate character action	Inconsequential character action
	Conversational dialogue	Static, forced dialogue
	Detailed description	Inadequate or extraneous description
	Appropriate exposition	Excessive exposition
FOCUS: AUDIENCE	Easily classifiable	Not easily classifiable
FOCUS: WRITING LEVEL	Appropriate for gender/age	Not appropriate for gender/age
STRUCTURE: PLOT/ SUBPLOTS	Plot with beginning, story progression, climax, resolve	Flat, static or sequence-of-events
	Fitting subplots	Inappropriate or missing subplots
STRUCTURE: CHARACTERS	Multi-dimensional	One-dimensional
	Well-drawn individuals	
	Emotional journey	Repetitive characterization
	Plausible change	Abrupt change
WRITING: VOICE	Consistency	Contrived change
WRITING: STYLE	Good rhythm, color	Jarring mixture
	Good pacing	Lacks rhythm, color
	Good use of senses	Awkward, inconsistent pacing
	"Shows"	Pedantic, missing, overuse of senses
	Good speaker attribution	Extraneous explanation
		Exposition rather than demonstration
		Extraneous emoting
		Excessive "showing"
		Excessive or missing attribution
		Excessive action words, modifiers
WRITING: POV	Appropriate transitions	Missing transitions
		Excessive pov changes
		Author intrusion
WRITING: LOGISTICS	No errors	Syntax, grammar, punctuation, consistency, word choice errors

FIG 13 - 3rd Party Voice & Ghosting

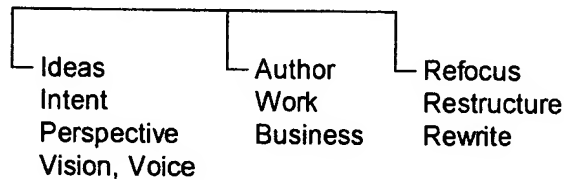
A Third-Party Voice Parameters



B Sample Exercise #14

Exploring the Concepts

1. Complete the Nonfiction and Fiction editing exercises in Secrets of a Ghostwriter Workbook utilizing 3rd-party voice techniques.



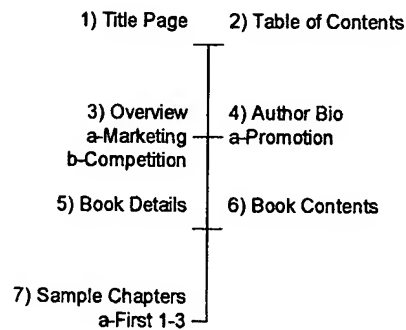
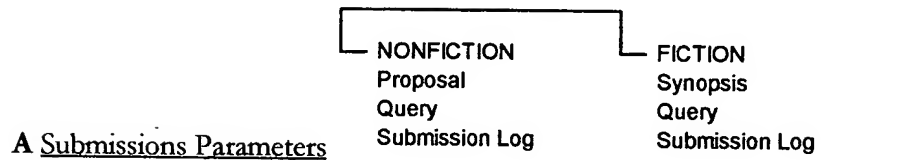
C Ghostwriting Parameters

D Sample Exercise #15

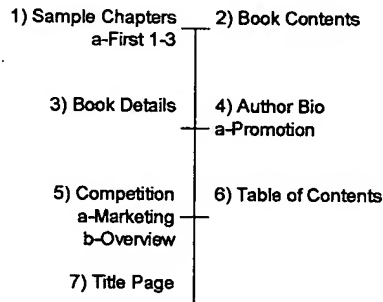
Exploring the Concepts

1. Complete the Ghostwriting Exercises in the companion workbook.

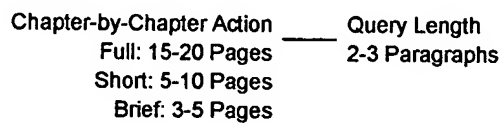
FIG 14 - Submissions



B Nonfiction Proposal Document Order



C Nonfiction Proposal Work Order



D Synopsis Types



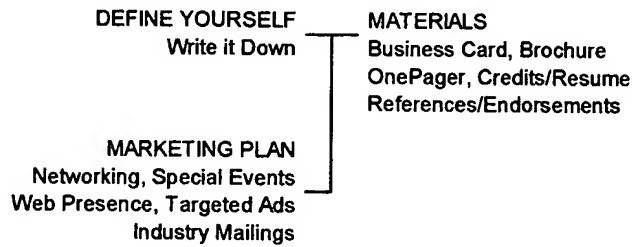
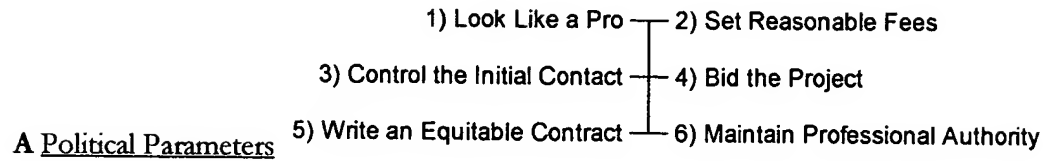
F Query Types

G Sample Exercise #16

Exploring the Concepts

1. Create a book proposal for one of your favorite nonfiction books.
2. Write a brief, short and full synopsis for one of your favorite novels.
3. Write a query letter for each of the above projects.

FIG 15 - Politics #1



B Image Parameters

C Sample Exercise #17

Exploring the Concepts

1. Create your own marketing materials
2. Develop a marketing plan for your services

D Fee Schedule

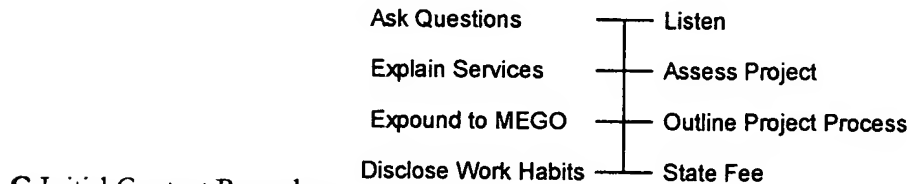
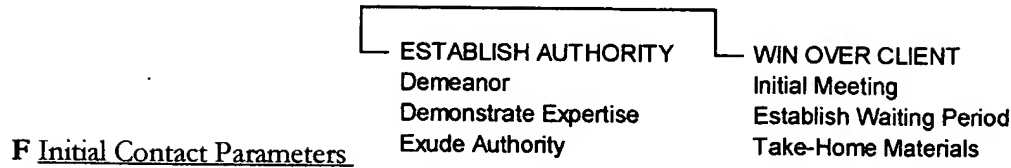
SERVICE	Low	High
A&R (Analysis & Recommendations)	\$150	\$800
Manuscript from Interviews	\$30,000	\$150,000 + 50% of the book's earnings
Manuscript Rewrite	\$15,000	\$100,000 + 50% of the book's earnings
Complete Line Edit	\$10,000	\$40,000
Minor Line/Full Copy Edit	\$7,500	\$25,000
Complete Copy Edit	\$500	\$3,500
Minor Copy Edit/Proofread	\$250	\$1,500
Proofread	\$1/page	\$2/page
Consulting, Coaching	\$75/hour	\$150/hour
Book Proposals	\$5,000	\$8,000

E Sample Exercise #18

Exploring the Concepts

1. With the understanding that it will not be included on your web page, in your promo kit or as part of any brochure or advertising, create a rate schedule that reflects your current PBW experience, abilities and status.

FIG 16 - Politics #2

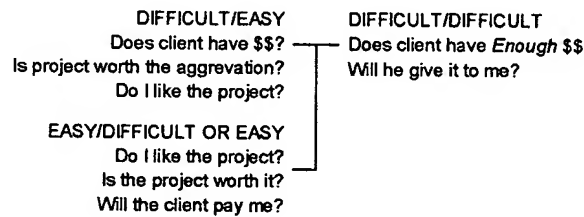


G Initial Contact Procedure

H Sample Exercise #19

Exploring the Concepts

1. Outline your MEGO discourse on the book business, and practice until you feel comfortable using it with a potential client

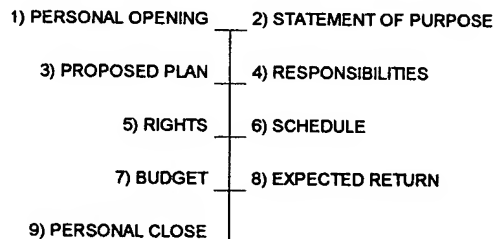


I Client/Project Assessment Parameters

J Sample Exercise #20

Exploring the Concepts

1. Use the above chart to determine if the people you've met while networking would be difficult or easy clients.



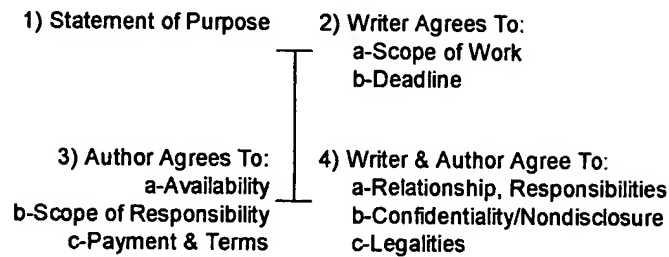
K Bid Parameters

L Sample Exercise #21

Exploring the Concepts

1. Create a blank sample Bid on your company letterhead.

FIG 17 - Politics #3



M Contract Parameters

N Sample Exercise #22

Exploring the Concepts

1. Create a blank sample contract on your company letterhead.

O Authority Parameters



P Problem Coping Tools

Q Common Client Problems



R Common PBW Errors

S Sample Exercise #23

Exploring the Concepts

1. Complete the Political Exercises in Secrets of a Ghostwriter Workbook.
2. Find a client, bid on a project, do the job, make someone's dream come true and get paid.
3. Repeat

